



USDA Weekly Retail Turkey Feature Activity **Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/04 thru 07/10.**

Fri. Jul 03, 2008

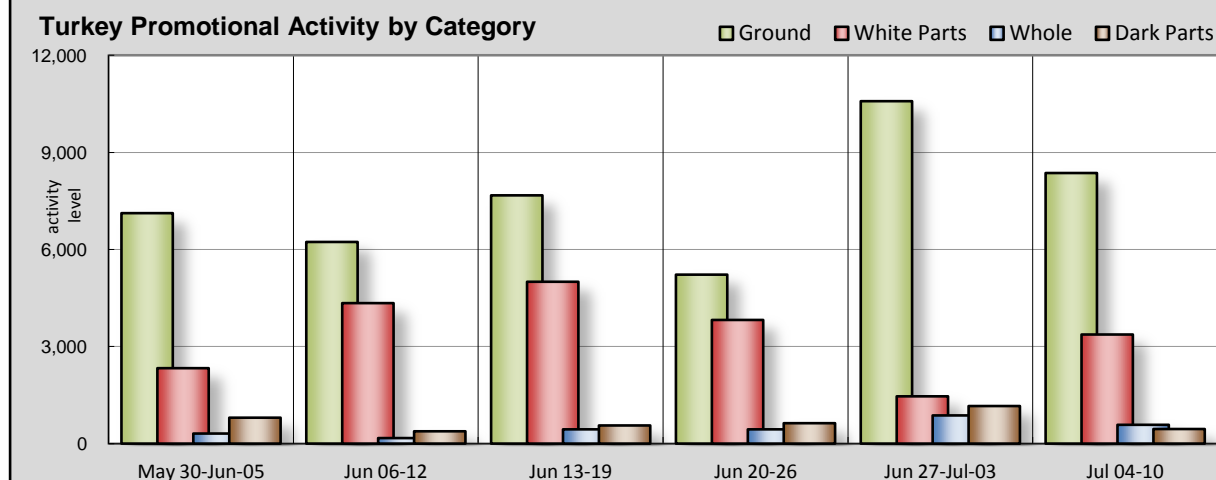
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	32.0% of 18,000 outlets		46.4% of 18,000 outlets		43.1% of 17,000 outlets	
Special Rate ^{4/}	1.9%		4.7%		6.3%	
Activity Index ^{2/}	13,670		16,280		10,820	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.59	20	1.39	170	1.19
" - Toms			10	1.59	170	1.19
Frozen - Hens	360	0.99	350	0.98		
" - Toms	210	0.99	490	0.83	80	1.69
PARTS:						
Breast:						
Bone-in, whole						
Fresh	380	1.74	120	2.03		
Frozen	720	1.69	500	1.77	180	1.71
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	50	2.55	170	1.99		
Rotisserie	300	7.95	140	6.18	220	8.18
Boneless, whole						
	30	3.99	30	4.13		
Cutlets						
	880	4.46	360	3.95	770	4.10
Cutlets, thin sliced						
	100	4.99			30	3.49
Strips						
	130	4.54				
Tenders						
	780	4.04	140	3.99	450	3.98
Marinated Tenders						
	550	4.30	1,840	3.76	1,170	3.67
Drumsticks						
	220	1.29	560	1.39	160	1.21
Thighs						
			30	1.29	10	1.69
Wings						
	220	1.29	570	1.39	150	1.20
Necks						
	10	1.39				
Smoked Drumsticks						
					10	1.28
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
	8,360	2.67	10,580	2.64	7,010	2.70
Patties						
	2,040	2.60	2,140	2.79	700	2.45
Sausage						
	2,250	2.58	2,150	2.59	2,140	2.31
85% lean						
	650	1.77	1,190	1.86	1,520	1.83
93% lean						
	2,420	2.44	4,050	2.42	690	2.29
Breast						
	1,000	4.11	1,050	4.14	1,960	4.04
Rolls (frsh/frz 1 lb.)						
	360	1.35	370	1.45	240	1.00

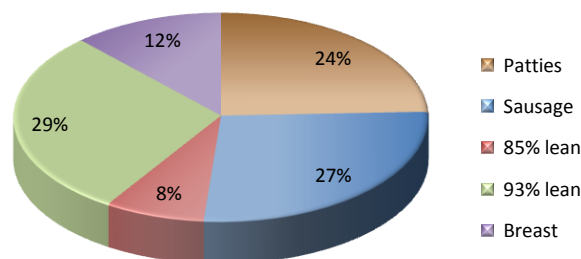
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

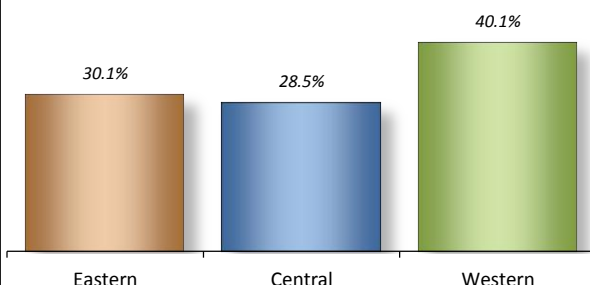
Retailers focus on other meats for Fourth of July promotions and have limited offers on turkey items. Frozen whole turkey ads are most active on hens and prices are almost unchanged from last week. Frozen toms are less available and prices are higher. More stores offer fresh and frozen bone-in breasts. Prices are sharply lower on fresh and slightly lower on frozen. Boneless white meat cuts are very popular in the West, less active in the Eastern and Central regions. Cutlets and tenders are the favorite items and prices are higher. There is less interest in dark parts and prices are lower. Ground turkey ads slow from last week's high volume but are still more active than the same week a year ago. Sausage and 93% lean are equally represented and prices are unchanged on sausage, higher on 93% lean. Patties are still popular and prices are attractive. Ground breast continues active and pices are slightly lower.



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	30.1% of 8,100 sampled outlets 1.7% of stores w/ no-price promotions Activity Index = 5,580			28.5% of 5,650 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 2,710			40.1% of 4,250 sampled outlets 0.3% of stores w/ no-price promotions Activity Index = 5,020		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.59	10	1.59						
" - Toms									
Frozen - Hens	0.99	180	0.99	0.98 - 0.99	180	0.98			
" - Toms	0.99	180	0.99	0.99	30	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.69	150	2.04	1.49 - 1.99	230	1.54			
Frozen	1.69 - 1.99	440	1.74	1.49 - 1.89	280	1.61			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.19 - 2.69	50	2.55						
Rotisserie	7.99 - 8.49	280	8.01	7.11	20	7.11			
Boneless, whole	3.99	30	3.99						
Cutlets	3.99	140	3.99				4.54 - 4.55	740	4.55
Cutlets, thin sliced	4.99	100	4.99						
Strips							4.54	130	4.54
Tenders	4.79	40	4.79				3.99 - 4.00	740	4.00
Marinated Tenders	3.73 - 4.05	130	3.98	3.46 - 4.79	130	4.69	4.26	290	4.26
Drumsticks	1.29	210	1.29	1.39	10	1.39			
Thighs									
Wings	1.29	210	1.29	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 3.00	1,040	2.57	2.49 - 2.99	550	2.51	2.49 - 3.00	450	2.79
Sausage	2.00 - 3.49	800	2.43	1.99 - 3.50	510	2.47	2.04 - 3.27	940	2.78
85% lean	1.64 - 1.99	410	1.97	1.49 - 1.99	110	1.68	1.20	130	1.20
93% lean	2.29 - 2.76	1,100	2.46	2.00 - 3.19	640	2.26	2.39 - 2.92	680	2.59
Breast (99-100% lean)	4.16	80	4.16				3.99 - 4.39	920	4.11
Rolls (frsh/frz 1 lb.)	1.25	180	1.25	1.25 - 1.50	180	1.45			